

**REMARKS**

Claims 1-20, and 22-42 have been examined and rejected under 35§ 103(a) as allegedly being unpatentable over Postrel (USP 6,594,640 B1) and, further in view of Millard et al. (USP 2002/007335 A1).

The Examiner has rejected claim 1 under 35 U.S.C. § 103(a) as allegedly being unpatentable over Postrel in view of Millard. Applicants submit that claim 1 is patentable.

For example, claim 1 discloses a unique method of exchanging trading points including a transaction processor that receives a request from a first customer to exchange trading points awarded to the first customer from a first member shop for trading points awarded to at least one other customer from a second member shop.

Postrel teaches a system of trading and redeeming points accumulated in frequent use reward programs. This system includes a trading server which receives a request from a user to redeem accumulated reward points for goods or services provided by the issuer of the reward points.

Clearly, Postrel does not disclose the receiving of a request to exchange trading points from one member shop for trading points from a second member shop. Millard does not cure this deficiency of Postrel. Because the combination of Postrel and Millard fails to teach or suggest all the features in claim 1, Applicants submit that the claim is in condition for allowance and respectfully request the withdrawal of the rejection.

Independent claims 4, 10, 18, 28, 39, and 40 contain features analogous to the features recited in claim 1. Thus, Applicants submit that these claims are patentable at least for reasons analogous to those discussed above regarding claim 1. Claims 2-3, 5-9, 11-17, 19-20, 22-27, 29-

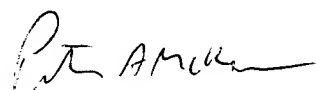
38, and 41-42 are all dependent upon independent claims 1, 4, 10, 18, 28, 39, or 40. Applicants submit that these claims are patentable at least by virtue of their dependency. Thus, withdrawal of the rejection of these claims based on 35 U.S.C. § 103(a) is respectfully requested.

For all the foregoing reasons it is respectfully submitted that claims 1-20 and 22-42, being all the claims present in the application, are patentable and that this application is in condition for allowance. It is therefore respectfully requested that the subject application be passed to issue at the earliest possible time.

If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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